CHAPTER - 6
FINDING, SUGGESTIONS, MANAGERIAL IMPLICATIONS
AND CONCLUSION

6.1 INTRODUCTION:
This chapter presents (i) Findings of the study (ii) Suggestions of the study (iii) Recommendations of the study (iv) Managerial implication of the study (v) Scope for future Research and (vi) Conclusion of the study. The evaluation of the results obtained after the analysis of data is discussed in this section.

6.1.1 FINDINGS OF THE STUDY:
The results are evaluated vis-à-vis the objectives have been justified with the support of data. Therefore the objectives of the study are highlighted once again before the discussion of the results. This study has one main objective and thirteen sub objectives discussed here under:

6.1.2 MAIN OBJECTIVE:
To analyze the extent of influence of the consumer products' advertisement on social networking sites on the buying behaviour of consumers.
Buying behaviour of the consumers is the one of the main characteristic of the consumer behaviour. The buying behaviour mainly comprises of the AIDA model i.e. attention factor, interest factor, desire factor and the action factor. The factors which influences the buying behaviour and the reasons for opting advertisements on social networking sites as sources of information.

The main objective is to analyze the extent of influence of the consumer products' advertisement on social networking sites on the buying behaviour of consumers. To study this objective in detail it has been divided in to the sub objectives and the combine result of the sub objective supports the main objective of the study.
The sub objectives of the study

Sub Objective: 1
To study the level of the awareness among users of social networking sites about the consumer products' advertisement appearing on social networking sites.

The analysis of this objective shows the outcome of descriptive statistics of five variables of the products' advertisement appearing on the social networking sites which are mainly cloth and fashion accessories, cosmetic and healthcare, stationary, electronics & accessories and gifts. The mean value is 3.72 out of 5 and standard deviation is 1.289 of cloth and fashion accessories, the mean value is 3.28 out of 5 and standard deviation is 1.246 of cosmetic and healthcare, the mean value is 3.01 out of 5 and standard deviation is 1.278 of stationary, the mean value is 3.17 out of 5 and standard deviation is 1.296 of electronics & accessories and the mean value is 2.82 out of 5 and standard deviation is 1.384 of gifts.

The analysis of this objective shows the outcome of the descriptive statistics of the mean and standard deviation of the various social networking sites which are mainly Facebook, YouTube, Twitter, Google+, Pinterest and Linkedin. The mean value is 4.13 out of 5 and standard deviation is 1.16 of Facebook, the mean value is 3.65 out of 5 and 1.243 of you-tube, the mean value is 3.05 out of 5 and standard deviation is 1.434 of Twitter, the mean value is 3.25 out of 5 and standard deviation is 1.422 of Google+, the mean value is 2.41 out of 5 and 1.414 of Pinterest and the mean value is 2.7 out of 5 and 1.48 of Linkedin.

The analysis of this objective shows the frequency and percentage of the usage of the different social networking sites. Out of 1500 respondents, 81 respondents i.e 5.4% never use Facebook, 128 respondents i.e. 8.5% never use YouTube, 326 respondents 21.7% never use Twitter, 248 respondents i.e. 16.5% never use Google+, 613 respondents 40.8% never use pinterst and 418 respondents i.e. 32.6% never use Linkedin. Out of 1500 respondents, 95 respondents i.e. 6.3% rarely use Facebook, 178 respondents i.e. 11.9% rarely use YouTube, 225 respondents i.e. 15% rarely use Twitter, 267 respondents
i.e. 17.8% rarely use Google+, 229 respondents i.e. 15.3% rarely use Pinterest and 256 respondents i.e. 17.1% rarely use LinkedIn. Out of 1500 respondents, 155 respondents i.e. 10.3% often use Facebook, 208 respondents i.e. 13.9% often use YouTube, 229 respondents i.e. 19.9% often use Twitter, 218 respondents i.e. 14.5% often use Google+, 228 respondents i.e. 15.2% often use Pinterest and 197 respondents i.e. 13.1% often use LinkedIn. Out of 1500 respondents, 390 respondents i.e. 26% sometimes use Facebook, 560 respondents i.e. 37.4% sometimes use YouTube, 348 respondents i.e. 23.2% sometimes use Twitter, 402 respondents 26.8% sometimes use Google+, 294 respondents i.e. 19.6% sometimes use Pinterest and 341 respondents i.e. 22.7% sometimes use LinkedIn. Out of 1500 respondents, 779 respondents i.e. 52% always use Facebook, 426 respondents i.e. 28.4% always use YouTube, 302 respondents i.e. 20.2% always use Twitter, 365 respondents i.e. 24.4% always use Google+, 136 respondents i.e. 9.1% always use Pinterest and 217 respondents i.e. 14.5% always use LinkedIn.

Sub Objective: 2
To examine whether the buying decisions are solely based on advertisement appearing on social networking sites.

There are different types of advertisements seen by the respondents mainly web-banners, flash ads, pop ups and video ads. The tables below are the cross tabulations of each type of advertisements versus the sole reliance on the types of advertisements for the final decision purpose.

The analysis of this objective shows the cross tabulation output between web-banners as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the web-banner for final decision. Specifically, 247 i.e.16.5% respondents always rely on the web-banner for final decision, 362 i.e. 24.1% sometimes rely on the web-banner for final decision, 118 i.e. 7.9% often rely on the web-banner for final decision, 75 i.e. 5% rarely rely on the web-banner for final decision and 71 i.e. 4.7% never rely on the web-banner for final decision. This shows the positive attitude of the respondents towards
the web-banner as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

The analysis of this objective shows the cross tabulation output between flash ads as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the flash ads for final decision. Specifically, 105 i.e. 7% respondents always rely on the flash ads for final decision, 435 i.e. 29% sometimes rely on the flash ads for final decision, 148 i.e. 9.9% often rely on the flash ads for final decision, 108 i.e. 7.2% rarely rely on the flash ads for final decision and 77 i.e. 5.1% never rely on the flash ads for final decision. This shows the positive attitude of the respondents towards the flash ads as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

The analysis of this objective shows the cross tabulation output between pop-ups as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the pop-ups for final decision. Specifically, 100 i.e. 6.7% respondents always rely on the pop-ups for final decision, 350 i.e. 23.3% sometimes rely on the pop-ups for final decision, 185 i.e. 12.3% often rely on the pop-ups for final decision, 119 i.e. 7.9% rarely rely on the pop-ups for final decision and 119 i.e. 7.9% never rely on the pop-ups for final decision. This shows the positive attitude of the respondents towards the pop-ups as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

The analysis of this objective shows the cross tabulation output between video ads as the type of advertisement seen and the sole reliance of respondents for final decision on the same. Out of 1500 respondents, 873 i.e. 58.2% respondents solely rely on the video ads for final decision. Specifically, 128 i.e. 8.5% respondents always rely on the video ads for final decision, 307 i.e. 20.5% sometimes rely on the video ads for final decision, 134 i.e. 8.9% often rely on the video ads for final decision, 159 i.e. 10.6% rarely rely on the video ads for final decision and 145 i.e. 9.7% never rely on the video ads for final decision.
decision. This shows the positive attitude of the respondents towards the video ads as the type of advertisement seen and the sole reliance of the respondents for final decision on the same.

Sub Objective: 3

To evaluate the extent of effectiveness of consumer products’ advertisement to create interest of users in the products appearing on the social networking sites.

In this correlation, the interest factors i.e. the relevant message, promise of reward/satisfaction and raising mystery/suspense are independent variables and the action factors i.e. the influence on final buying decision, placement of order/subscription and recommendation to friends and relatives are the dependent variables.

The analysis of this objective indicates that there is a positive correlation between the interest factors and the action factors. There is positive correlation between relevant message and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of $r = 0.376$, which represents the moderate correlation between two variables i.e. the relevant message might influence the viewer to make the buying decision.

There is positive correlation between relevant message and placement of order/subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of $r = 0.241$, which represents the moderate correlation between two variables i.e. the relevant message might affects the placement of order/subscription.

There is positive correlation between relevant message and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of $r = 0.159$, which represents the moderate correlation between two variables i.e. the relevant message might affect the recommendation to friends & relatives.

There is positive correlation between promise of reward/satisfaction and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables.
The value of $r = 0.319$, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might influence the viewer to make the buying decision.

There is positive correlation between promise of reward/satisfaction and placement of order/subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of $r = 0.352$, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might affects the placement of order/subscription.

There is positive correlation between promise of reward/satisfaction and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of $r = 0.326$, which represents the moderate correlation between two variables i.e. the promise of reward/satisfaction might affect the recommendation to friends & relatives.

There is positive correlation between raising mystery/suspense and influence on final buying decision. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of $r = 0.248$, which represents the moderate correlation between two variables i.e. the raising mystery/suspense might influence the viewer to make the buying decision.

There is positive correlation between raising mystery/suspense and placement of order/subscription. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of $r = 0.314$, which represents the moderate correlation between two variables i.e. the raising mystery/suspense might affects the placement of order/subscription.

There is positive correlation between raising mystery/suspense and recommendation to friends & relatives. The P value (0.000) is less than the level of significance 0.001, so there is significant relationship between two variables. The value of $r = 0.319$, which represents the moderate correlation.
between two variables i.e. the raising mystery/suspense might affect the recommendation to friends & relatives.

**Sub Objective: 4**

To find out whether the advertisement appearing on social networking sites provide adequate information about the product/services in which consumers are interested.

The analysis of this objective indicates the web banner type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the web banner as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the web banner as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the web banner as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the web banner as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the web banner as the most important type of advertisement where the information is provided.

The analysis of this objective indicates the flash ads type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the flash ads as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the flash ads as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the flash ads as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the flash ads as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the flash ads as the most important type of advertisement where the information is provided.
The analysis of this objective indicates the pop ups type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the pop ups as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the pop ups as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the pop ups as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the pop ups as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the pop ups as the most important type of advertisement where the information is provided.

The analysis of this objective indicates the video ads type of advertisement and the information provided by it about the products/services. Out of 1500 respondents, 187 i.e. 12.5% respondents consider the video ads as the most unimportant type of advertisement where the information about the products/services is provided, 91 i.e. 6.1% respondents consider the video ads as the unimportant type of advertisement where the information is provided, 288 i.e. 19.2% respondents consider the video ads as the neutral type of advertisement where the information is provided, 665 i.e. 44.3% respondents consider the video ads as the important type of advertisement where the information is provided and 269 i.e. 17.9% respondents consider the video ads as the most important type of advertisement where the information is provided.

Thus, it is found that the different types of advertisements appearing on the social networking sites are having positive image in the mind of the respondents as most of them are agreeing to the importance of the types of advertisements that provide the information about the products/services.
Sub Objective: 5
To analyze whether the users of social networking sites find relevant / necessary products through the consumer products’ advertisement appearing on the social networking sites.

The analysis of this objective indicates the perception of the respondents about the attributes of attention i.e. unexpected content, situation, surprise and attractive graphics or titles. Out of 1500 respondents 355 i.e. 23.7% respondents perceive the unexpected content, situation as unimportant factor in the advertisement, 379 i.e. 25.3% respondents perceive the unexpected content, situation as neutral factor in the advertisement and 766 i.e. 51.1% respondents perceive the unexpected content, situation as the important factor in the advertisement.

Out of 1500 respondents 346 i.e. 23.1% respondents perceive the surprise element as unimportant factor in the advertisement, 450 i.e. 30% respondents perceive the surprise element as neutral factor in the advertisement and 704 i.e. 46.9% respondents perceive the surprise element as the important factor in the advertisement.

Out of 1500 respondents 433 i.e. 28.9% respondents perceive the attractive graphics or titles as unimportant factor in the advertisement, 418 i.e. 27.9% respondents perceive the attractive graphics or titles as neutral factor in the advertisement and 649 i.e. 43.2% respondents perceive the attractive graphics or titles as the important factor in the advertisement.

Thus, it is found that the perception of the respondents about the attributes of attention i.e. unexpected content, situation, surprise and attractive graphics or titles do have positive correlation.

Sub Objective: 6
To examine whether the social networking sites provide relevant / necessary information pertaining to competing products.
The analysis of this objective shows that mean of the advertisements of clothes and fashion accessories is 3.72 and standard deviation is 1.289, mean of the advertisements of cosmetic and healthcare is 3.28 and standard deviation is 1.246, mean of the advertisements of stationaries is 3.01 and standard deviation is 1.277, mean of the advertisements of electrics and accessories is 3.17 and standard deviation is 1.296 and mean of the advertisements of gifts and toys is 2.82 and standard deviation is 1.384.

The other table indicates the frequency distribution of the different types of advertisements i.e. clothes and fashion accessories, cosmetic and healthcare, stationaries, electronics and accessories and gifts and toys. Out of 1500 respondents, 555 i.e. 37% always view the advertisements of fashion accessories appearing on the social networking sites. 262 i.e. 17.5% always view the advertisements of cosmetic and health care appearing on the social networking sites. 202 i.e. 13.5% always view the advertisements of stationaries appearing on the social networking sites. 265 i.e. 17.7% always view the advertisements of electronics and accessories appearing on the social networking sites and 204 i.e. 13.6% always view the advertisements of gifts and toys appearing on the social networking sites.

Sub Objective:7

To study whether the users of social networking sites carry out comparison of relevant / necessary consumer products of various brands appearing on the social networking sites by the users of social networking sites.

The analysis of this objective indicates the social networking sites users vs category of products/ services seen in the advertisement Cross tabulation. It shows that out of 1500, 86.5% respondents view and compare the advertisements of cloth and fashion accessories, 87% respondents view and compare the advertisements of cosmetic & healthcare, 85.9% respondents view and compare the advertisements of stationery, 84.8% respondents view and compare the advertisements of electronic and accessories and 84.4% respondents view and compare the advertisements of gifts and toys.
The users of other social networking sites also view and compare the different product categories but the table shows that most of the users of social networking sites compare the relevant and necessary products most frequently on Facebook.

Thus, it is concluded that the users of social networking sites carry out comparison of relevant/necessary consumer products of various brands appearing on the social networking sites by the users of social networking sites.

**Sub Objective: 8**

To examine whether the users of social networking sites purchase the consumer products of various brands appearing on the social networking sites.

The analysis of this objective shows how the social networking sites users get influenced to make final buying decision. Out of 1500, 33.7% frequent Facebook users strongly agree that they get influenced to make the final decision, 29.1% frequent YouTube users strongly agree that they get influenced to make the final decision, 20.6% frequent Twitter users strongly agree that they get influenced to make the final decision, 21.5% frequent Google+ users strongly agree that they get influenced to make the final decision, 16.3% frequent Pinterest users strongly agree that they get influenced to make the final decision and 16.8% frequent LinkedIn users strongly agree that they get influenced to make the final decision.

Thus it is concluded that the social networking sites play a vital role for all the social networking sites users for making the final buying decision for any products or services.

**Sub Objective: 9**

To analyze the frequency of purchasing of various brands of consumer products appearing on the social networking sites by the users of social networking sites.
The analysis of this objective indicates the social networking site users and their planning to buy on the basis of information received through advertisement on social networking sites in future. Out of 1500, 457 i.e. 84.3% frequent Facebook users are planning to buy on the basis of information received through advertisement on social networking sites in future, 401 i.e. 74% frequent YouTube users are planning to buy on the basis of information received through advertisement on social networking sites in future, 313 i.e. 57.7% frequent Twitter users are planning to buy on the basis of information received through advertisement on social networking sites in future, 350 i.e. 64.6% frequent Google+ users are planning to buy on the basis of information received through advertisement on social networking sites in future, 213 i.e. 39.3% frequent Pinterest users are planning to buy on the basis of information received through advertisement on social networking sites in future and 296 i.e. 54.6% frequent Linkedin users are planning to buy on the basis of information received through advertisement on social networking sites in future.

Thus, it is concluded that the most of the users of social networking sites prefer to plan for future buying of the consumer products/services on the basis of the information received through the advertisement on social networking sites.

**Sub Objective:10**

**To examine whether the consumer products’ advertisement on social networking sites induce the consumers to buy unnecessary products.**

The analysis of this objective shows the frequency analysis of the respondents who feel that the advertisements shown on the social networking sites induces to buy unnecessary products. There are 29.5% respondents agrees to that the advertisements shown on the social networking sites induces to buy unnecessary products and 12.8% respondents strongly agree that the advertisements shown on the social networking sites induces to buy unnecessary products.
Thus, it is concluded that the advertisements shown on the social networking sites induces the respondents to buy unnecessary products.

**Sub Objective: 11**

To study whether quality standards of products purchased through the advertisement appearing on the social networking sites are matched with the claim.

The analysis of this objective indicates the frequency of the quality of the products matches as per the promise in the advertisement appearing on the social networking sites. Out of 1500 respondents, 16% strongly agree that they get the quality as per promised in the advertisement appearing on the social networking sites.

Thus, it is concluded that most of the respondents agree that quality standards of products purchased through the advertisement appearing on the social networking sites are matched with the claim.

**Sub Objective: 12**

To examine whether the customers who purchased the products on the basis of consumer products' advertisement on social networking sites recommend to others / friends to purchase the same product.

The analysis of this objective shows the frequency of the respondents' level of agreement on the recommending the advertisement appearing on the social networking sites. 27.3% respondents agree that they do recommend the product advertisement appearing on the social networking sites and 25.2% respondents strongly agree that they do recommend the product advertisement appearing on the social networking sites.

Thus, it is concluded that the customers who purchased the products on the basis of consumer products' advertisement on social networking sites recommend to others / friends to purchase the same product.
Sub Objective: 13
To study the satisfaction level of the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites.

The analysis of this objective shows that 29.1% respondents agree that they get satisfaction with buying decision and the 17.9% respondents strongly agree that they get satisfaction with buying decision. Thus it is concluded that there is the satisfaction level of the consumer who purchased the products on the basis of consumer products' advertisement on social networking sites.

On the basis of objective-wise findings as discussed above, it is concluded that there is more to social networking sites than just chatter. The social networking sites is utilised to the best level with checking, sharing, commenting, liking, tweeting, viewing, updating, retweeting, following, blogging, posting, deleting and uploading. From these activities there are numbers of activities taking places.

Now Social Networking Sites has become the common denominator of promoting opinions, ideas, strategies, campaigns and so on. It has become a colossal force, eliminating any barrier and difficulties that hinders contact between people as well as potential customers.

Given the value and importance of pulling customers into the conversation, it is important for marketers to encourage and support consumer engagement and co-creation, listen and respond, answer questions, compliment ideas and share information.

As a significant part of our modern civilization, with the social networking sites like Facebook, Twitter, Google+, YouTube, Pinterest and LinkedIn, we have become much more aware about the surroundings of our living, lifestyle and the continuous change taking place all over around us including marketing/launching of varieties of products and services required to match lifestyle. The whole dynamics of marketing have been changed and rather than investing in mass channels ads, companies as well
as marketers are becoming more consumer-centric through constant interactions and feedback through social networking sites. The marketers are able to understand the needs of the market from the market itself, greatly altering the way marketing has been done on the social networking sites. In support of this, it would be interesting to take note of what happens on internet every 60 second as under:

- In every 60 seconds, 660 Twitter accounts are opened, 342000 tweets are being done.
- 120 hours videos are uploaded at every 60 seconds and 138840 videos are viewed.
- 1111140 messages on Instagram are liked and 41640 photos are uploaded.
- 1380 blogs are posted on World Press.
- 347220 accounts are opened on Google+.
- 276480 searches are being done on Google Search.
- 27780 posts are added on Tumbler.
- 14280 pins are marked on Pinterest.
- 3298560 posts are added and 3131760 posts are liked on Facebook at every 60 seconds.
- 204166680 emails are sent.
- 694440 files are saved in Dropbox.
- 720 accounts are opened on WhatsApp and 13194420 messages are sent.
- 38040 applications are downloaded from AppStore (Application Store) at every 60 seconds.

According to report by Social Media Examiner, there is growing trend towards using (or planning to use) visual content on more traditional platforms such as Facebook and Twitter, and an uptake in using visually-based platforms such as Pinterest, YouTube and Instagram. Experienced marketers rate the importance of visual networks higher than their lesser experienced colleagues. The Social Media Marketing report 2014 finds that marketers with less than 12 months of experience with social media marketing select Facebook as their No. 1 choice of platforms, followed by Twitter and LinkedIn. However, the uses of YouTube have risen from 37 percent to 63 percent and Pinterest from 32 percent to 46 percent. Among marketers with more than five years of experience, the move towards more visual platform is more marked. YouTube is now the fourth popular platform with 74 percent of
marketers active on it. The report also found that B2C marketers are more likely to invest in visual networks, particularly Pinterest and Instagram than their B2B peers, who favour LinkedIn & Google+.

The study undertaken by the researcher indicates that, social networking sites have a firm place in future prospects of marketers, where it is hoped that the capabilities of these interactive platforms would be extended for achieving organizational goals through focus marketing strategies via Social Networking Sites.

6.2 SUGGESTIONS:

The researcher has undertaken the study of influences of the consumer products' advertisements on social networking websites on buying behaviour. The information of 1500 respondents have been analysed, interpreted and important findings have been drawn. On the basis of analysis, interpretation and findings, some of the important areas have emerged wherein improvements are needed. Such improvements in form of suggestions have been highlighted as follows:

- It has been observed from data analysis that 35.2% of respondents are using internet on daily basis, there are 23% of respondents who use internet multiple times a day, and there are 19.9% of respondents who use internet few times a month while only 11.1% of respondents are hardly using internet. So it can be said that near to 90% of respondents are using internet. So advertisement on social networking websites can be a meaningful way to advertise the product.

- It has been observed that 42% of respondents belong from the age of 19-24 years, where 27% of respondents are post graduate and 40.1% of respondents are students. So, the marketers should consider this important aspect while placing advertisement on social networking sites to increase the effectiveness of the same.

- It has been observed that more than 85% of respondents are using internet for more than 15 minutes during their single time internet surfing and there
mode of accesses through mobile is 33.6% while 21% of respondents are using computer for the same. So it is concluded that easy access to internet and increasing usage of internet may lead to increase the future market for social networking websites advertisement.

- It has been observed through gathered data that 90% of respondents are using internet to visit social networking websites, 85% of respondents are using internet to download different applications, and 82% are using for booking of travel/movie ticket only 58% of respondents are using internet for the email purpose. So it is concluded that, 90% of respondents are using internet to visit social networking websites and that represents a huge upcoming market for the advertisements.

- As per gathered data, it has been observed that, almost 95% of respondents are visiting Facebook, while 92% of respondents visit YouTube while only 60% of respondents are visiting Pinterest while surfing social networking websites. So it shows that Facebook and YouTube has higher numbers of visitors and advertisement on that, may give good scope for marketers to do their advertisements.

- It has been observed that through the gathered data that, more than 91% of respondents are using social networking sites on regular bases, more over that, 38.8% of respondents are visiting social networking websites on daily bases, and 25.2% of respondents are visiting social networking websites, multiple times a day. Increasing usage of social networking websites may provide better market scope for online advertisement.

- It has been observed that, there are some reasons where more than 90% of respondents are using social networking sites, which includes; chat with friends, sharing social information and connect with old friends. So different advertisers should focus on such areas as per the usage by the respondents and plan to offer their advertisement accordingly.
• It has been observed that more than 90% of the respondents view mainly web banner and flash ads types of advertisements on social networking sites, even pop ups and video ads have also been viewed by almost 85% of respondents. So, it is suggested that all types of advertisements are nearly equally important and should be focused by the marketers while selecting the types of advertisement for social networking sites.

• It has been observed that more than 90% of respondents view the different category of products/services seen in the advertisements namely the advertisements of cloths and fashion accessories, cosmetic & healthcare, stationary and electronics & accessories. But at the same time only 76% respondents view the advertisements of gifts and toys Thus, it is suggested that the marketers should more focus on the advertisements of the gifts and toys.

• It has been observed that 94% of respondents are influenced by television ads, and almost 80% respondents are influenced by other advertisements like radio ads, product websites, store visit, press release, print display ads and email marketing. Thus, it is suggested that the marketers should offer more attractive schemes, variety and discounts to attract the untouched market.

• It has been observed that there are almost 50% respondents who spend upto Rs.5000. Thus, it is suggested that the marketer should keep the psychological product pricing. For example; the product of Rs.4000 put as Rs.3999 so that the viewer may consider the product in the range of Rs. 3000.

• It it has been observed that almost 55% of respondents view pages other than the product advertisement which includes art, culture and philosophy and TV shows or movies. Thus, it is suggested that marketers might focus on these pages for product/service advertisements.
6.3 MANAGERIAL IMPLICATION:

Technological advancement, globalization and enhanced income level resulting in increased purchasing power leading to higher standard of living are major factors responsible for development of global market through various online marketing platforms widely known as e-marketing or e-business. Any business-house or marketer needs to reach the segment of potential buyers. Various social networking sites have tremendous users with the objective of social networking with relatives, colleagues, professionals, to chat with friends, sharing social information, connecting with old friends, for fun and entertainment, for managing events in which they participate, for searching of product and for applications and games etc.

Social networking sites not only provides users to have only social relations with the people of their choice, but also provides platform/domain to business houses to have their own identity on product-pages, which are easily accessible by the general users just by writing the name of product/service for which they would like to have the information. Therefore, all business-houses are using social networking sites as aggressive and effective marketing tool.

The findings of the study undertaken by the researcher reveal that users of social networking sites do generally view the advertisement appearing on such sites. It is also found by the researcher that those users who are in need of specific product do search for product information on social networking sites. It is also observed by the researcher that some of the users who are having time shortage for shopping do solely rely on social networking sites for their buying decisions.

The reliability of advertisers/business-houses and buying experiences solely based on social networking sites advertisements have emerged as key variables during study by the researcher. Therefore, all the business-houses should be very careful about the claims shown in the advertisement and meeting those claims while providing products. If there is mismatch between these two, the buyers will be unsatisfied who may spread word of mouth as well as message/information of dissatisfaction among his/her group members resulting in moving away the potential buyers from the products offered by the
company which will result in decreased market share and providing the space to competitors to take away the potential buyers of the company. Therefore, it is beneficial for any business-house to aggressively advertise on social networking sites for promoting their products. But it also to be noted that such advertisements should be meeting those claims while providing products. The advertisements on social networking sites will be beneficial in terms of, increased awareness of the organization, increased traffic to website, greater favorable perceptions of the brand, able to monitor conversations about the organization, able to develop targeted marketing activities, better understanding of customers perceptions of their brand, improved insights about their target markets, identification of positive and negative comments, increase in new business, identification of new product or service opportunities, ability to measure the frequency of the discussion about the brand and early warning of potential product or service issues. Finally, aggressive and effective advertisements for products on various social networking sites will establish brand awareness in shorter time and will result in brand loyalty and thereby increased market share in long term. Considering the growth and development of social networking sites and their users, no organization can afford to ignore to devise specialized marketing strategy to cater the potential buyers as users of social networking sites.

6.4 RECOMMENDATION:

This is the age of contacts for interaction between people to people through social platforms in the web. The tremendous popularity of using the social media networking could never have been realized before. In fact, social media have become an integral part of any person for formal or informal communication. Hence, social media is one of the important tools of marketing in true sense for reaching large number of known as well as unknown potential customers. With the increase in the usage of social networking sites, the purpose of using the social networking sites also increases by diverse group. On the basis of study undertaken by the researcher, it is observed that different social networking sites are used by different users based on demographic variables.
namely gender, age, marital status, qualification, occupation, residential pattern and income of respondents for different purposes. It is also observed by the researcher that the social networking sites are used mainly for chatting with friends, sharing social information, connecting with old friends, professional use, fun and entertainment, to keep track of my friends and activities, to manage the events in which they participate and for application and games.

The users of social networking sites may be computer savvy, youngsters or professionals. Though the objective/s of each user might be different but the social networking sites are used mostly for connecting the informal group. Therefore, the use of the social networking sites to reach to the diversified market for specialized marketing purpose which can attract different users and their hidden needs will be highly effective for marketers.

6.5 FURTHER SCOPE OF THE STUDY:

The scope of social networking is widening, and today it offers a strong support to the companies in providing the much desired touch of concern. Future of social media networking brings exciting promises as expected from the experience of limited users from a few companies in the top bracket. The study undertaken by the researcher has focused on the selected consumer products' it will be interesting to carry out further research for other products, industrial products or non-durable products.

The study has been conducted in the selected cities of selected states of western India; further research might be carried out in the other states of southern or northern or central or eastern states of India or researcher may decide to carry out on national or international level as the data would be easily gathered through the online questionnaire. It will also be interesting for the researcher to carry out comparative analysis of influences of social media advertising on consumer buying behaviour considering either regions or products for comparison purpose.
The research might be conducted on the larger number of respondents across the globe where customers have cultural diversity resulting in demand for different products. This will be helpful to corporate giants to modify their offerings of products or services meeting the requirements of culturally diversified global consumers.

The bright future prospect of social networking is also proven by the fact that technology is integrated in the mobile phones as well. The devices are designed with powers of interpersonal communication on a globalized outlook to create perspective of global interaction and messaging across geographical/global boundaries. The concept is one, wherever on the earth; reach the common platform of the people for everybody's benefit. Social networking has tremendous prospects in future. Hence, the researcher may further conduct the study to find out innovative ideas of providing social media platforms for creating awareness among customers about their rights in light of consumerism.

6.6 CONCLUSION:

This is the era of the social media mania. Any individual having even little access to internet cannot resist him/herself from using any social networking sites of his/her choice. The study of the influences of consumer products' advertisements on social networking websites on buying behaviour is conducted from 1500 respondents across eight cities of prominence among three major states of western India. While carrying out the study, the researcher considered important eight (gender, age, marital status, qualification, occupation, residential pattern and income of respondents) demographic variables. The frequency of usage, time spent and reasons for internet usage have also been incorporated along with medium of internet access as for using social media it is pre-condition to have internet facility. Various networking sites, duration of association along with frequency and average time spent on social networking sites have been considered to find out different purposes of using social networking sites. Various types of advertisements on social networking sites for selected products/service categories have been given due weightage for conducting study. The researcher has also studied the influence of various advertisement platforms.
other than social networking sites for buying decision along with reference group for buying decision either online or offline. The researcher also examined whether buying decisions are solely based on advertisements appearing on social networking sites or on other factors. The researcher has also incorporated the various dimensions of AIDA model (attention, interest, desire and action) for considering the importance of each dimension for the respondents in their buying decisions. The researcher also identified the factors which influence the buying behaviour and the reasons for opting advertisements on social networking sites as source of information. The important factors pertaining to advertisements appearing on social networking sites such as, helping in knowing needs, providing accurate information about products/services along with available options with facility of comparison, round the clock availability, attractive schemes and offers which may induce to buy the unnecessary products and importance of being associated with social networking sites and online buying are duly considered while conducting the study.

The researcher analysed the data, grouped and cross-tabulated them for the purpose of meaningful interpretation with the help of various statistical tools and techniques like central tendency, dispersion, correlation, regression, factor analysis, ANOVA and testing of hypothesis with application of t-test and chi-square test. Finally, the researcher developed the model named as SMBD Model (Social Media Buying Decision) to study the influence of various advertisements on and off social networking sites and income level on buying decisions. The SMBD Model has been successfully tested by researcher for different group of respondents who buy the products, viewing the advertisements on the social networking sites.

The suggestions based on studies are very useful to the marketers as well as the users of the social networking sites. Though the findings are applicable to the area covered under study, the suggestions can be useful to anyone who is interested in marketing the products through advertisement on social networking sites.